



**MADE EXPO, AN EVENT THAT PLEASED ALL THE VISITORS.
make a date for 17th – 20th march 2021 for the 10th edition.**

The results emerging from the customer satisfaction survey carried out by an independent institute which questioned visitors to the recently concluded edition are most definitely positive: half of the participants carried out commercial activities during the days of the event.

Milan, May 2019. From 13th to 16th of last March, the Milano-Rho Fiera was the setting for **MADE expo**, the most important Italian event in the world of construction and architecture. The 2019 edition was able to boast 900 exhibitors and 47,500 square metres of exhibition area and registered more than 90,000 visitors, of which about 10% were foreign.

As with the two past editions, with the aim of evaluating the just concluded event and starting to plan the next one, MADE eventi commissioned Kantar, one of the most important insight, analytic and consulting agencies worldwide, to carry out an investigation in order to discover how satisfied visitors were. This task was conducted immediately following the event and involved a significant sample of designers, construction companies, installers and intermediaries.

The visitor is a professional with a position of responsibility: 80% are managers or have managerial roles in companies and 83% are decision makers.

The survey showed that almost all the visitors to Made Expo said that they were satisfied with the event (with 70% who were very satisfied) across all the target areas, a percentage that is up by 4% from the previous edition.

Visitors also continue to express a high level of recommendation for Made Expo with an increase in NPS, in other words the figure that indicates loyalty, satisfaction and the willingness to generate positive word of mouth; this figure is particularly significant for intermediaries, construction companies and contractors. **91% of respondents recommended a visit to colleagues.**

There was also a significant degree of satisfaction with the reasons for choosing to take part in the event. On average all the targets were more satisfied with their visit than in 2017, especially due to the increasing specialization and significance of what was on offer.

Half of the visitors carried out commercial activities during the days of the event (63% of construction companies), an increasing sector compared to 2017 **and almost 1/3 of the visitors think that they will conclude at least one order in the next 3 months.**

In line with the increase in overall satisfaction, MADE expo achieved a better performance than the 2017 edition also in terms of individual aspects: knowledge of new products and trends, the discovery of new companies, meetings with suppliers, companies and commercial partners, the opportunity to go further in-depth and consolidate relationships and create useful contacts for individual businesses, the opportunities to get in touch with new suppliers and with a wide range of high quality companies and finally the chance to get to know international suppliers and sell and buy products. **In 95% of cases the visitors stated that they**

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had found more than they expected: an increase in the number compared to the 2017 edition.

No less important in the areas of satisfaction for visitors was the wide-ranging and high quality schedule of training events for professional updating of the many technical professional categories present that was an integral part of visiting the event.

“We were hoping that the Event would be an opportunity to meet active players in supply chains and succeed in creating connections; the data emerging from the research shows that this has clearly happened. We are therefore very satisfied to have responded positively to the expectations of visitors with a quality offer” said **Massimo Buccilli**, President of MADE expo.

The latest date for your diary is the next edition of MADE expo which will be held from 17th to 20th March 2021 with important innovations underway and which will represent a special moment since it is the event’s tenth anniversary.

In the meantime there will be specific ventures and events throughout Italy in order to continue and maintain the bond between professional visitors and their sectors of reference; among the first to start, after the excellent results of the 2018 edition will be the Serramentour in partnership with Nuova Finestra which will begin on September 25th in Bari, continuing to Caserta (October 2nd) and then Catania (October 16th).

MADE expo is the leading trade show in the Italian architecture and construction sector. The event is held every two years in March at the Milano Rho Fiera and offers four specialized halls (MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes and MADE Software, Technologies and Services) spread over eight pavilions. The event is organized by MADE eventi srl, and is promoted by FederlegnoArredo and Unicmi.

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